



Tobacco Industry Activities

Tracking Tool

- 1. Activity Location Name:**
- 2. Activity Address:**
- 3. Date of Activity:**
- 4. What is the venue of the promotion?**
 - A. Rodeo
 - B. Concert
 - C. Bar/Lounge Event
 - D. Sporting/Racing Event
 - E. College Campus
 - F. County Fair
 - G. Tobacco Retailer/Store Event
 - H. Other Location
- 5. Type of industry activity: (select all that apply)**
 - A. Event Sponsorship/Promotion
 - B. Marketing Materials/Give-Away
 - C. Product Sampling
 - D. Other
- 6. Estimated Audience Reached:**
- 7. Specify Tobacco Company:**
 - A. Philip Morris
 - B. RJ Reynolds
 - C. Brown & Williamson
 - D. US Tobacco
 - E. Lorillard
 - F. American Spirit
 - G. Other company or brand
- 8. Notes about the activity:**